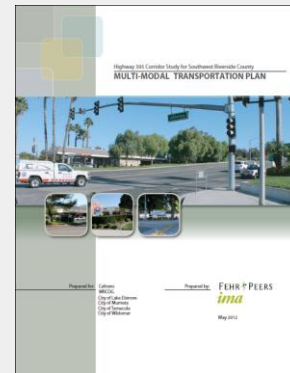




Multi-Jurisdictional Corridor Planning for the Jefferson Avenue Corridor / Highway 395 Corridor Study for Southwest Riverside County

City of Temecula

Community-Based Transportation Planning
FY10-11 Grant Cycle
District 8
Grant Award Amount: \$248,200



Project Summary:

The project enabled the four contiguous cities of Lake Elsinore, Wildomar, Murrieta, and Temecula to develop a comprehensive transportation plan for their shared sixteen mile, north-south arterial which parallels Interstate 15. With predictions of a population boom, the project has developed initiation of smart growth opportunities for accommodating future transportation need by utilizing multi-modal options and reducing transportation demand through better community design.

Community Outreach

- The Highway 395 Corridor Study employed an integrated process of technical planning and analysis with outreach to policymakers, business and property owners, residents, and staff from the participating cities and regional planning agencies.
- The outreach process involved a multi-pronged approach to engage stakeholders including community workshops and presentations, staff and technical expert workshops, and a dedicated project website.

Project Outcome

- Through a collaborative process with the four cities and with outreach to the public, a comprehensive set of recommended strategies was created that address existing and future issues, as well as objectives for sustainability and mobility along the corridor.
- The project successfully developed an Existing Conditions Report, a Multimodal Transportation Plan, a Mixed-Use Development Plan, and a Next-Steps Implementation Plan.

Successes & Next Steps

- Next steps for each city may include one or more of the following: conducting outreach to developers to generate interest in the various opportunity sites, solicit grants for bicycle and pedestrian improvements, considering formation of Special Assessment Districts to fund needed infrastructure, expanding public agency coordination among the cities and other public service agencies, considering establishment of Business Improvement Districts to encourage economic development and fund community amenities and promotional activities and to pursue private partnerships and sponsorships.
- This project strengthened the relationships amongst the participating cities and connections with stakeholders, increasing the chances of future collaborative work.